

Research Report on Brazilian Cell Phone Market, 2009-2010

<https://marketpublishers.com/r/R3B4A6411A9EN.html>

Date: August 2009

Pages: 60

Price: US\$ 2,010.00 (Single User License)

ID: R3B4A6411A9EN

Abstracts

Brazil has the best industrial system and strongest economic forces in Latin America. By the end of 2008, Brazil had a population of over 180 million.

In 2008, Brazilian GDP was nearly 2.9 trillion BRL (1.3 trillion USD), rising by 5.1% compared with 2007. Per-capita GDP was 15,000 BRL (6,730 USD), rising by 4% compared with 2007. Since 2004, Brazilian economy has remained increasing rapidly with an annual economic growth rate of 4.62%.

Brazil has huge telecommunication market potentials. By the end of 2008, the number of Brazilian mobile communication users reached 150.64 million, rising by 24.52% compared with the end of 2007. By the end of June, 2009, the number of Brazilian mobile communication users was nearly 160 million.

Brazil telecommunication equipment market was opened earlier in the world and it is a widely open market. It has attracted many foreign enterprises to invest in Brazil, including Chinese telecommunication equipment companies. As a Chinese company, Huawei invested early in Brazilian telecommunication equipment market and it signed the cooperation agreement with Brazilian telecommunication operator – Telemar in November, 2004. In the agreement, all the telecommunication equipments were manufactured by Huawei Technologies Co., Ltd and exported to Brazil Telemar Company.

Brazilian cell phone market has international brands such as Nokia, Motorola and Apple as well as local brands as Evadin. Brazilian mobile communication market mainly has four standards (GSM, CDMA, TDMA and WCDMA) and about 90% are GSM users. GSM cell phones are the main products in Brazilian cell phone market. In 2008,

Brazilian cell phone market introduced 253 new cell phone models, among which there were 195 GSM cell phones, 56 WCDMA cell phones and 2 CDMA cell phones. In the first half of 2009, Brazilian cell phone market introduced 142 new cell phone models, among which there were 116 GSM cell phones and 26 WCDMA cell phones.

As one of the BRICs, Brazilian cell phone market focused on medium and low-level cell phones. Considering functions, most users tend to buy cell phones with cameras and Bluetooth.

Brazil hasn't engaged too much in the global economy and it hasn't been affected by the global financial crisis severely. Brazilian foreign trades account for about 22% of GDP. To stimulate domestic demands, from February 1st, 2009, Brazilian government improved the lowest monthly wage standard from 415 BRL (about 174 USD) to 465 BRL (195 USD).

It is estimated that Brazilian economy will remain a growth rate of 0.5% to 1% in 2009, instead of decreasing.

This report mainly studies the production, sales, exports and imports, and market competitions of Brazilian cell phones. It also analyzes in detail Brazilian telecommunication industry, especially the mobile communication industry. This report has high reference values for understanding Brazilian cell phone market and seizing investment opportunities.

Through this report, readers can acquire more information:

- Present situation of Brazilian telecommunication market
- Present situation of Brazilian mobile telecommunication market
- Production in Brazilian cell phone market
- Demands in Brazilian cell phone market
- Import and export of Brazilian cell phone industry
- Main competitive brands in Brazilian cell phone market
- Influences of the global financial crisis on Brazilian cell phone market
- Investment opportunities in Brazilian cell phone market

Following persons are suggested to buy this report:

- Cell phone manufacturers concerning Brazilian cell phone market
- Traders concerning Brazilian cell phone market
- Mobile communication operators

- Investors concerning Brazilian cell phone market
- Research institutions concerning Brazilian cell phone market
- Other persons concerning Brazilian cell phone market

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